

**Amendments to the Claims:**

The following listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended) A liquid crystal display device, comprising:

~~a pair of substrates;~~ substrates having an electrode, each arranged on a side of an opposite surface;

a liquid crystal layer held between the substrates and having a transmissive display region for transmissive display and a reflective display region for reflective display in each of a plurality of dot regions,

the liquid crystal layer including a liquid crystal ~~being initially vertically aligned and~~ having negative dielectric anisotropy, ~~and the pair of substrates each having an electrode to drive the liquid crystal arranged on a surface facing the liquid crystal layer;~~ anisotropy; and

~~the electrode of at least one of the pair of substrates having a slit opening and/or a protrusion to control the alignment of the liquid crystal in each of the transmissive display region and the reflective display region, the slit opening being arranged through a part of the electrode, and the protrusion being arranged on the electrode and including a dielectric;~~  
~~the opening area of the slit opening and/or the occupying area of the dielectric protrusion in a plane direction of the substrate being set larger in the reflective display region than in the transmissive display region.~~

a plurality of alignment controlling elements controlling the alignment of the liquid crystal in each of the transmissive display region and the reflective display region, the alignment controlling elements provided on the electrode of at least one of the pair of substrates, the alignment controlling elements each having a linear portion that extends across one dot region, the occupying area of the alignment controlling elements in

a plane direction of the substrate being set larger in the reflective display region than in the transmissive display region.

2. (Original) The liquid crystal display device according to claim 1, the distance between the electrodes arranged on the pair of substrates being substantially equal in the transmissive display region and the reflective display region.

3. (Currently Amended) The liquid crystal display device according to ~~claim 1~~ claim 9, the dielectric protrusion being arranged on the electrode and having an inclined surface inclining at a predetermined angle to the electrode surface.

4. (Currently Amended) The liquid crystal display device according to claim 1, the distance between adjacent two of the ~~openings and/or protrusions~~ alignment controlling elements arranged in the reflective display region being smaller than the distance between adjacent two of the ~~openings and/or protrusions~~ alignment controlling elements arranged in the transmissive display region.

5. (Currently Amended) The liquid crystal display device according to ~~claim 1~~, claim 9, the slit openings and/or the dielectric protrusions having a configuration to control the tilt direction of the vertically aligned liquid crystal molecules depending on change in electric field.

6. (Currently Amended) The liquid crystal display device according to claim 1, further comprising:

~~an upper substrate and a lower substrate as the pair of substrates, the lower substrate having a backlight for transmissive display arranged on an opposite side to the liquid crystal layer and having with respect to the one substrate of the pair of substrates, and~~  
a reflective film provided on a side facing the liquid crystal layer, layer on the one substrate, the reflective layer being selectively arranged ~~only in the reflective display~~

regions in one dot region, the region of which the reflective layer arranged correspond to the reflective display region.

7. (Currently Amended) The liquid crystal display device according to claim 6, further comprising:

a color filter layer provided on a side of the upper substrate facing the liquid crystal layer on the one substrate provided the reflective layer, or on a side of the reflective layer facing the liquid crystal layer on the other substrate.

8. (Original) Electronic equipment, comprising:

the liquid crystal display device according to claim 1.

9. (New) The liquid crystal display device according to claim 1, the alignment controlling elements having at least one of a slit opening being removed as part of the electrode and a dielectric protrusion being arranged on the electrode.

10. (New) A liquid crystal display device, comprising:

a pair of substrates having an electrode each arranged on a side of opposite surface;

a liquid crystal layer held between the substrates and having a transmissive display region for transmissive display and a reflective display region for reflective display in each of a plurality of dot regions, the liquid crystal layer including a liquid crystal having negative dielectric anisotropy; and

a plurality of an alignment controlling element controlling the alignment of the liquid crystal in each of the transmissive display region and the reflective display region, the alignment controlling elements provided on the electrode of at least one of the pair of substrates, the occupying area of the alignment controlling elements in a plane direction of the substrate being set larger in the reflective display region than in the transmissive display region, the distance between adjacent two of the alignment controlling elements arranged in

the reflective display region being smaller than the distance between adjacent two of the alignment controlling elements arranged in the transmissive display region.

11. (New) The liquid crystal display device according to claim 10, the alignment controlling elements having at least one of a slit opening being removed, a part of the electrode and a dielectric protrusion being arranged on the electrode.

12. (New) The liquid crystal display device according to claim 10, the distance between the electrodes arranged on the pair of substrates being substantially equal in the transmissive display region and the reflective display region.

13. (New) The liquid crystal display device according to claim 11, the dielectric protrusion being arranged on the electrode and having an inclined surface inclining at a predetermined angle to the electrode surface.

14. (New) The liquid crystal display device according to claim 10, the distance between adjacent two of the alignment controlling elements arranged in the reflective display region being smaller than the distance between adjacent two of the alignment controlling elements arranged in the transmissive display region.

15. (New) The liquid crystal display device according to claim 11, both openings and dielectric protrusions having a configuration to control the tilt direction of the vertically aligned liquid crystal molecules depending on change in electric field.

16. (New) The liquid crystal display device according to claim 10, further comprising:

a backlight for transmissive display arranged on an opposite side to the liquid crystal layer with respect to the one substrate of the pair of substrates, and

a reflective film provided on a side facing the liquid crystal layer on the one substrate, the reflective layer being selectively arranged in one dot region, the region of which the reflective layer arranged correspond to the reflective display region.

17. (New) The liquid crystal display device according to claim 6, further comprising:

a color filter layer provided on a side facing the liquid crystal layer on the one substrate provided the reflective layer, or on a side facing the liquid crystal layer on the other substrate.

18. (New) Electronic equipment, comprising: the liquid crystal display device according to claim 10.